

INFORMATION AND COMMUNICATION SERVICES NIH - TASK ORDER

RFTOP# 102 TITLE: Public Information Support for the LHCNCBC

PART I - REQUEST FOR TASK ORDER PROPOSALS

POINT OF CONTACT NAME: Anthony Revenis

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Proposal Address:

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Billing Address:

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Bldg 31, Room B1B39
Bethesda, MD 20892-2045

PROPOSED PERIOD OF PERFORMANCE: One year from the Award Date with options for 4 additional years.

PRICING METHOD: T&M. Firm should provide hourly rates for 6 typical positions, address how other rates will be determined and specify a percentage for handling of pass through costs.

PROPOSAL INSTRUCTIONS: Proposals should be submitted to me by e-mail. Please enter in the subject line the following text, "RFTOP102 – Proposal from" A signed task order form (last page of the RFTOP) may be scanned or will be requested later. NIH envision that proposals will be about 5 pages in length.

RESPONSE DUE DATE: Thursday September 12, 2002 at 3:00 PM local time.

TASK DESCRIPTION:

Background

The Lister Hill National Center for Biomedical Communications of the National Library of Medicine (NLM) conducts informatics research and development in support of the NLM's mission. NLM's updated Long Range Plan (2000-2005) (<http://www.nlm.nih.gov/pubs/plan>) includes four broad goals for the Library: 1. Organize health-related information and provide access to it; 2. Promote use of health information by health professionals and the public; 3. Strengthen the informatics infrastructure for biomedicine and health; and 4. Conduct and support informatics research.

As an R&D division, all Lister Hill Center activities strongly relate to the conduct and support of informatics research (Goal 4). In addition, however, our research is strongly motivated by the first three goals, and our activities often result in research products that are heavily used by NLM's broad constituency. Our work in support of each of the first three goals sometimes results in methods, techniques, or tools that contribute to furthering a goal, while in other cases our work leads to fully operational systems that continue to be improved on the basis of further research and experimentation.

<http://lhncbc.nlm.nih.gov/>.

The most current information about Lister Hill Center programs and research activities can be found at <http://lhncbc.nlm.nih.gov/>.

LHNCBC staff fully participates in the development and support of NLM outreach programs aimed at informing the public, health scientists, professionals and researchers of the nature of NLM and its programs and services.

The NLM provides a complete Public Information and Outreach program for its divisions. However, LHNCBC is often required to provide suggestions, concepts, drafts, and publications for this program. Often the tasks required have deadlines and LHNCBC does not have the staff to dedicate to a project or the staff with the expertise to conceptualize, outline and produce alternatives which provide outreach and public information about LHNCBC activities.

In addition, the LHNCBC has a variety of outreach activities which it carries out as part of its own work. These activities include seminars, talks, and lectures to test groups, collaborating organizations, technical organizations or groups more narrowly defined than those involved at the NIH or NLM level as well as government organizations and other audiences that are interested in LHNCBC projects or programs. These presentations could result in greater understanding by the public or professional groups, expanded cooperation, or more targeted and beneficial responses if higher quality and more professionally designed and tested presentations are used. The existence of a regular source of professional publication, presentation, and web support should lead to a more consistent message to audiences and increase the effectiveness of the outreach effort and improve research outputs.

The goal of this contract is to provide support to the LHNCBC informational and outreach effort including writing and editing, webpage development, technical advice and related activities. This support will provide support in refining and presenting concepts and suggestions requested for NLM initiated outreach. In addition it will support LHNCBC's own ongoing efforts at: making developmental projects available to targeted user groups for testing, arranging technical advisory meetings, developing possible orientation publications, and training materials; and preparing website applications for use on NLM web sites. (These objectives will be accomplished through providing access to competencies in writing, editing and presentation development, web page development, and technical meeting support.)

This task will support projects targeted at health and technology professionals, academic and research communities, and the general public.

Contractor Requirements

NLM requires support from a contractor to:

Editorial services for speeches, presentations and related writing and editorial support
Support the development and editing of publications, web sites, presentations, exhibits, and audiovisual projects for the LHNCCB

Meeting support for technical advisory services

Provide and support the use of technical and creative consultants in av and computer technology through conferences and meetings.

Web development support.

Provide assistance in the design, maintenance of web pages, and materials for the NLM and related web sites.

NLM expects that over a yearly period as little as 1 or as much as up to 3 person years in effort may be required across the tasks in each year including the option years.

Contract work assignment

Program staff will identify needs prior to each specific requirement and will review and approve necessary project actions, clearances and products. Products may include draft or final documents, presentations, and web pages. Services may include partial support of technical advisory meetings. Services will meet NIH wide standard practices as discussed and implemented at NLM.

Special Requirements

The contractor (or contractor team) must have access to extensive experience in web site development, outreach efforts, public information program operations and the support mechanisms and technical meeting support provided routinely within the National Institutes of Health. The contractor must have an understanding of the NIH structure, health and science content, science and biomedical research involved and the audiences that the NIH and the NLM need to reach. Previous experience in providing services within the area of medical and bio-informatics and areas of emerging information science and technology are important.

Reporting Requirements

The Contractor shall provide reports at the beginning of each month summarizing key activities that were completed or in progress during the preceding month.

EVALUATION FACTORS

Corporate Experience 20%

Demonstrated successful performance in providing quick access to these services.

Demonstrated extensive experience in web site development.

Demonstrated extensive experience in writing, editing, publication support and other communications services.

Demonstrated extensive experience in providing support for technical meetings.

Technical/Management Approach 40%

Demonstrated full understanding of the goals, expectations, and technical/managerial aspects of this task; and

Evidence that the proposed contractor is capable of performing the required tasks.

Personnel Qualifications 40%

Resumes of person primarily responsible should be presented.

Cost/Price:

Proposed prices will be considered in determining the firm that represents the best value to the government.

TO# NICS-102 TITLE: Public Information Support for the LHNCBC PART II -
CONTRACTOR'S REPLY: **CONTRACT #263-01-D-0** Contractor:
Points of Contact:
Phone- Fax-
Address:

TOTAL ESTIMATED COST: Pricing Method: T&M
TOTAL ESTIMATED NUMBER OF HOURS:
PROPOSED COMPLETION DATE:

FOR THE CONTRACTOR: _____
Signature Date

SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED
THIS FIRM SUBMITTED THE BEST OVERALL PROPOSAL AND THE
PRICE/COST IS REASONABLE.

Billing Reference # _____
Appropriations Data: _____
(ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE USED.)

RECOMMENDED: _____
FAX # Signature - Project Officer Date

APPROVED: _____
FAX # Signature - Contracting Officer Date

NIH APPROVAL -

CONTRACTOR SHALL NOT EXCEED THE TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL
OF THE CONTRACTING OFFICER & ICS COORDINATOR

APPROVED: _____
Signature -Anthony M. Revenis, J.D., NIH-ICS Coordinator Date